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DATE November 17, 2004

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TO: Examiner J. Novosad  
Group: 3634

FAX NO.: 703-872-9306

FROM: Frederick J. Dorchak - COLLARD & ROE, P.C.  
Reg. No. 29,298

RE: U.S. Serial No. 10/718,405  
Applicant: Timothy L. Mason  
(Our Reference: MASON-13)

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MESSAGE:

Enclosed is an Amendment in Response to First Office Action dated July 1, 2004, along with a Petition for a 2-month Extension of Time and a Second Supplemental Information Disclosure Statement.

Please confirm receipt by facsimile at your earliest convenience. Thank you.

Sincerely yours,  
COLLARD & ROE, P.C.

Frederick J. Dorchak  
Reg. No. 29,298

FJD:jc  
Enclosures

*This message is intended only for the use of the addressee, and may contain material which is privileged and confidential. If you are not the intended recipient, dissemination of this communication is strictly prohibited. If you have received this transmission in error, please notify us immediately by telephone. Thank you.*

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CENTRAL FAX CENTER****NOV 17 2004**PATENTSIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: TIMOTHY L. MASON - 13  
SERIAL NO.: 10/718,405 EXAMINER: J. NOVOSAD  
FILED: NOVEMBER 20, 2003 ART UNIT: 3634  
FOR: SHELF AND DISPLAY DEVICE

AMENDMENT IN RESPONSE TO FIRST OFFICE ACTION

MAIL STOP NON-FEE AMENDMENT  
Honorable Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 1, 2004, with the period for response having been extended by the filing of a Petition and the payment of the fee therefor, please amend the above-identified patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 9 of this paper.

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